



# WASHINGTON REPORT

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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## JCEB REPRESENTATIVES MEET WITH HEW OFFICIALS

NAEB President Harley and other representatives from the Joint Council on Educational Broadcasting met last week with Dr. John Bystrom, HEW, to communicate official recommendation of the January 27 conference in Washington on channel allocations. Although the specific recommendation was for the development of a cabinet level commission to provide continuing data on educational needs for radio and television frequencies, the discussion resulted in a broader suggestion that such a commission be formed to relate television planning to a number of important problems now receiving attention in Washington such as poverty, manpower retraining, and vocational education.

## HEW APPOINTS TWO NEW STAFF MEMBERS

Effective February 24, two new staff members will be reviewing applications for federal funds under the Educational Television Facilities Act. Mr. William Smith, formerly Chief of Television for the Air Force Systems Command in Washington, will assume the post of Educational Research and Program Specialist. Mr. Jan Wheeler will also join the HEW staff as a program analyst. Mr. Wheeler has been Program Director of WETA-TV in Washington, D.C.

## JCEB MAKES AVAILABLE DRAFT OF COMMENTS ON DOCKET 14229

The Joint Council on Educational Broadcasting has made available to NAEB members and other members of the JCEB, draft copies of its proposed filing with the FCC on Docket No. 14229. The comments of the JCEB strongly support the NAEB proposed UHF assignment plan which has been filed with the FCC. A limited number of copies of this draft are available and will be sent from the Washington office to NAEB members who request them. The date for filing comments on the proposed FCC Table has now been extended to April 3, and the Reply Comment period has been extended to June 3.

## CIVIL LIBERTIES UNION AND AMERICANS FOR DEMOCRATIC ACTION FILE ON DOCKET 14229

The American Civil Liberties Union filed a comment this week with the Federal Communications Commission urging that "policy considerations as well as the need to safeguard the public interest in the free, competitive, and diverse system require that the broadest opinion be expressed before the Commission's thinking on this issue is crystallized.

"The Union urged the FCC to extend the time for public study of these problems both locally and nationally, if necessary, beyond the current April 3 deadline; to further publicize the premises of this and alternative allocations plans, in relationship to the policy questions proposed, through the press and other communications

media and through public hearings; to solicit the views not only of communications experts but of all interested public groups and organizations; and to 'reconsider on the basis of the expanded hearings whether the proposed rule making might be improved to reach the result of diversity of communications, before allocating the entirety of the authorized television broadcasting spectrum.'"

The Americans for Democratic Action several days before charged that the present proposal of the FCC is "unsound, premature, and of doubtful legality. It is unsound because it licenses out the remaining two-thirds of all television broadcasting channels without safeguarding provisions in the public interest; premature because the rule-making procedures are being conducted with lack of public awareness and without due process of hearings, deliberations, and debate; of doubtful legality since the unstated, underlying, but governing considerations of public policy should be enacted by the Congress."

The full text of the American Civil Liberties Union comments are available from 156 Fifth Avenue, New York 10, New York. The Americans for Democratic Action comments are available at 1341 Connecticut Avenue, N.W., Washington 6, D.C.

#### SANDLER APPOINTED BY NAEB RADIO STATIONS DIVISION

Jerrold Sandler, Production Manager of WJOM at the University of Michigan, will join the NAEB staff on March 1. At its recent meeting in Chicago, the Radio Division Board instructed President Harley "to conclude contractual arrangements with Jerrold Sandler on a 12-month basis beginning March 1, 1964, as Project Director of the proposed Educational Communications System research project. In the event that ECS project funds do not become available, Mr. Sandler is to assume the duties of executive director of the Radio Stations Division of NAEB for the same period."

#### NAEB SUGGESTS METHOD FOR STATIONS TO HELP WITH UHF SET PROMOTION

In order to increase buyer interest in the all-channel television sets which will soon be required by law, the Electronic Industries Association is planning to print 1,000,000 brochures explaining UHF. These will be distributed to set dealers all over the country for them to give to their customers.

Educational UHF stations can help tremendously in this promotion by giving each dealer in their areas a number of copies of their program schedules so that the dealer may show the prospective buyer the kinds of programming he will have available on UHF from the local educational station. EIA will alert their dealers to the fact that UHF ETV stations in their areas may be sending such materials. This joint NAEB-EIA effort offers UHF ETV stations an excellent opportunity to build good public relations and also help increase the number of all-channel receivers in their reception area.

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